

What is claimed is:

1        1. A method of presenting advertising to viewers in a computer network  
2 environment, the method comprising:  
3            monitoring a viewer's interactions with an associated computer system; and  
4            adjusting a timing of displayed advertisements on the viewer's associated computer  
5 system based on one or more of the viewer's monitored interactions.

1        2. The method of claim 1, wherein adjusting the timing comprises adjusting an  
2 ad expiration tuning parameter configured to set the quantity of time for which an  
3 advertisement is available for display.

1        3. The method of claim 1, wherein adjusting the timing comprises adjusting a  
2 maximum display count configured to set a maximum number of times an advertisement may  
3 be displayed to a user viewing a batch of ads.

1        4. The method of claim 1, wherein adjusting the timing comprises adjusting a  
2 minimum display time configured to set a minimum amount of time that an advertisement  
3 may be displayed before another advertisement is displayed.

1        5. The method of claim 1, wherein adjusting the timing comprises adjusting an  
2 idle delay configured to cause a delay from the time a user has gone idle before a first  
3 advertisement is replaced with another advertisement.

1           6.       The method of claim 1, wherein adjusting the timing comprises adjusting an  
2 active delay configured to cause a delay from the time a user goes active before displaying  
3 another advertisement.

1           7.       The method of claim 1, wherein adjusting the timing comprises adjusting an  
2 idle (no spin) parameter configured to stop the display of a first advertisement from being  
3 replaced with the display of another advertisement after a user goes idle.

1           8.       The method of claim 1, wherein monitoring a viewer's interactions with an  
2 associated computer system comprises monitoring a use of a computer mouse.

1           9.       The method of claim 1, wherein monitoring a viewer's interactions with an  
2 associated computer system comprises monitoring a use of a computer keyboard.

1           10.      The method of claim 1, wherein monitoring a viewer's interactions with an  
2 associated computer system comprises monitoring an auditory signal.

1           11.      The method of claim 10, wherein the auditory signal is the viewer's voice.

1           12.      The method of claim 1, wherein monitoring a viewer's interactions with an  
2 associated computer system comprises monitoring a maximization and a minimization status  
3 of a screen displaying advertising.

1           13.     The method of claim 1, wherein monitoring a viewer's interactions with an  
2     associated computer system comprises monitoring a viewer's use of a device that sends an  
3     input, or causes an input to be sent, to the associated computer system.

1           14.     The method of claim 1, wherein the timing of displayed advertisements on a  
2     screen displaying advertising is configured to not switch between advertisements if the  
3     screen displaying advertisements is minimized or occluded.

1           15.     A system for presenting advertising to viewers in a computer network  
2     environment, the system comprising:  
3                 software programmed to monitor a viewer's interactions with an associated computer  
4     system; and  
5                 software to adjust a timing of displayed advertisements on the viewer's associated  
6     computer system based on one or more of the viewer's monitored interactions.

1           16.     The system of claim 15, wherein the software is configured to adjust an ad  
2     expiration tuning parameter that sets the quantity of time for which an advertisement is  
3     available for display.

1           17.     The system of claim 15, wherein the software is configured to adjust a  
2     maximum display count that sets a maximum number of times an advertisement may be  
3     displayed to any individual user viewing a batch of advertisements.

1           18.     The system of claim 15, wherein the software is configured to adjust a  
2 minimum display time that sets a minimum amount of time that an advertisement may be  
3 displayed before another advertisement is displayed.

1           19.     The system of claim 15, wherein the software is configured to adjust an idle  
2 delay that causes a delay from the time a user has gone idle before a first advertisement is  
3 replaced with another advertisement.

1           20.     The system of claim 15, wherein the software is configured to adjust an active  
2 delay that causes a delay from the time a user goes active before displaying another  
3 advertisement.

1           21.     The system of claim 15, wherein the software is configured to adjust an idle  
2 (no spin) parameter that stops the display of a first advertisement from being replaced with  
3 the display of another advertisement after a user goes idle.

1           22.     The system of claim 15, wherein the software is configured to monitor a  
2 viewer's interactions with an associated computer system by monitoring a use of a computer  
3 mouse.

1           23.     The system of claim 15, wherein the software is configured to monitor a  
2 viewer's interactions with an associated computer system by monitoring a use of a computer  
3 keyboard.

1           24. The system of claim 15, wherein the software is configured to monitor a  
2 viewer's interactions with an associated computer system by monitoring a maximization and  
3 a minimization status of a screen displaying advertising.

1           25. The system of claim 15, wherein the software is configured to monitor a  
2 viewer's interactions with an associated computer system by monitoring a viewer's use of a  
3 device that sends an input, or causes an input to be sent, to the associated computer system.

1           26. The system of claim 15, wherein the software is configured to monitor a  
2 viewer's auditory interactions with an associated computer system by monitoring auditory  
3 signals.

1           27. The system of claim 26, wherein the auditory signal is the viewer's voice.

1           28. The system of claim 15, wherein the timing of displayed advertisements on a  
2 screen displaying advertising is configured to not switch between advertisements if the  
3 screen displaying advertisements is minimized or occluded.

1           29. A method for displaying advertisements in a computer network environment,  
2 the method comprising:  
3           providing advertisements;  
4           providing one or more tuning parameters configured to cause a display of a first  
5 advertisement to be changed to a display of another advertisement; and  
6           downloading the advertisements and tuning parameters to a viewer's computer.

1           30.     The method of claim 29, wherein the tuning parameters include an ad  
2 expiration parameter configured to set the quantity of time for which an advertisement is  
3 displayed.

1           31.     The method of claim 29, wherein the tuning parameters include a maximum  
2 display count configured to set a maximum number of times an advertisement may be  
3 displayed.

1           32.     The method of claim 29, wherein the tuning parameters include a minimum  
2 display time configured to set a minimum amount of time that an advertisement may be  
3 displayed.

1           33.     The method of claim 29, wherein the tuning parameters include an idle delay  
2 configured to cause a delay from the time the viewer's computer has gone idle before the first  
3 advertisement is replaced with the second advertisement.

1           34.     The method of claim 29, wherein the tuning parameters include an active  
2 delay configured to cause a delay from the time the viewer's computer goes active before  
3 displaying a banner advertisement.

1           35.     The method of claim 29, wherein the tuning parameters include an idle (no  
2 spin) parameter configured to stop the display of the first advertisement from being replaced  
3 with the display of the second advertisement after the viewer's computer goes idle.

1           36.     The method of claim 29, wherein advertisements are displayed on an instant  
2 messaging client.

1           37.     The method of claim 29, wherein advertisements are displayed on an Internet  
2 browser.

1           38.     The method of claim 29, wherein the tuning parameters are configured to  
2 change between the display of the first advertisement and the display of another  
3 advertisement based on the viewer's activity with respect to the viewer's computer.

1           39.     The method of claim 29, further comprising:  
2                 storing click-through information for the advertisements; and  
3                 sending the click-through information to a host computer.

1           40.     The method of claim 39, further comprising:  
2                 varying the tuning parameters downloaded to the viewer's computer; and  
3                 utilizing a correlation technique to determine a correlation between the tuning  
4                 parameters and the click-through rate.

1           41.     The method of claim 40, further comprising setting another set of tuning  
2                 parameters based on the correlation between the first tuning parameters and the click-through  
3                 rate.

1           42. A computer-based system for displaying advertisements in a computer  
2 network environment, the system comprising:  
3           software configured to provide advertisements;  
4           software configured to provide one or more tuning parameters that cause a display of  
5 a first advertisement to be changed to a display of another advertisement; and  
6           software to download the advertisements and tuning parameters to a viewer's  
7 computer.

1           43. The computer-based system of claim 42, wherein the tuning parameters  
2 include an ad expiration parameter that sets the quantity of time for which an advertisement  
3 is available for display.

1           44. The computer-based system of claim 42, wherein the tuning parameters  
2 include a maximum display count that sets a maximum number of times an advertisement  
3 may be displayed to any individual user viewing a batch of advertisements.

1           45. The computer-based system of claim 42, wherein the tuning parameters  
2 include a minimum display time that sets a minimum amount of time that an advertisement  
3 may be displayed before another advertisement is displayed.

1           46. The computer-based system of claim 42, wherein the tuning parameters  
2 include an idle delay that causes a delay from the time a user has gone idle before a first  
3 advertisement is replaced with another advertisement.

1       47. The computer-based system of claim 42, wherein the tuning parameters  
2 include an active delay that causes a delay from the time a user goes active before displaying  
3 another advertisement.

1       48. The computer-based system of claim 42, wherein the tuning parameters  
2 include an idle (no spin) parameter that stops the display of a first advertisement from being  
3 replaced with the display of another advertisement after a user goes idle.

1       49. The computer-based system of claim 42, wherein advertisements are  
2 displayed on an instant messaging client.

1       50. The computer-based system of claim 42, wherein advertisements are  
2 displayed on an Internet browser.

1       51. The computer-based system of claim 42, wherein the tuning parameters are  
2 configured to change between the display of the first advertisement and the display of  
3 another advertisement based on the viewer's activity with respect to the viewer's computer.

1       52. The computer-based system of claim 42, further comprising:  
2           software configured to store click-through information for the advertisements; and  
3           software configured to send the click-through information to a host computer.

1       53. The computer-based system of claim 52, further comprising:

2 software configured to vary the tuning parameters downloaded to the viewer's  
3 computer; and

4 software configured to utilize a correlation technique to determine a correlation  
5 between the tuning parameters and the click-through rate.

1 54. The computer-based system of claim 53, further comprising software  
2 configured to set another set of tuning parameters based on the correlation between the first  
3 tuning parameters and the click-through rate.

1 55. A method of optimizing a click-through rate of a user viewing content in a  
2 computer network environment, the method comprising:

3 providing advertisements;  
4 providing a set of tuning parameters configured to cause a display of a first  
5 advertisement on a user's computer to be changed to a display of another advertisement on  
6 the user's computer based on the user's activity with respect to the user's computer;  
7 downloading the advertisements and tuning parameters to the user's computer;  
8 storing click-through information for the advertisements; and  
9 sending the click-through information to a host computer.

1 56. The method of claim 55, further comprising:  
2 varying the tuning parameters downloaded to the user's computer; and  
3 utilizing a correlation technique to determine a correlation between the tuning  
4 parameters downloaded to the user's computer and the click-through rate of the user.

1           57.     The method of claim 56, further comprising setting another set of tuning  
2     parameters based on the correlation between the tuning parameters and the user's click-  
3     through rate.

1           58.     A system for timing the display of advertisements on a web page, the system  
2     comprising:

3                 a host computer;  
4                 a set of at least a first advertisement and a second advertisement;  
5                 a set of tuning parameters stored on the host computer, configured to cause a display  
6     of the first advertisement to be changed to a display of the second advertisement, and  
7     downloadable to a user computer; and  
8                 a software program stored on the host computer and including the set of tuning  
9     parameters.

1           59.     The system of claim 58, wherein the web page is an instant messaging client.

1           60.     The system of claim 58, wherein the web page is an Internet browser.

1           61.     The system of claim 58, wherein the set of tuning parameters are configured  
2     to change between the display of the first advertisement and the display of the second  
3     advertisement based on a user's activity with respect to the user computer.

1           62.     The system of claim 58, wherein the software stores click-through information  
2     for the first advertisement and the second advertisement and sends the click-through  
3     information to the host computer.

1           63.     The system of claim 62, wherein the tuning parameters are configured to be  
2     varied, analyzed to provide a correlation between the tuning parameters and the click-through  
3     rate, and modified to provide a second set of tuning parameters.

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